Beverage Hot Topic
Botanical Extracts in Soft Drinks

The desire for natural food is bigger than ever before, consumers are more informed, more aware and more demanding. They are increasingly looking for clean label, transparent, premium products that are fresh and minimally processed. They are also searching for authentic and trusted products. In beverages, we are seeing this trend manifest through the use of botanical extracts. The rise of botanicals as a natural way to flavour drinks is becoming increasingly popular.

We are seeing the following themes in beverages:

Transparency
Today’s consumers want the products they consume to be fresh and minimally processed. They seek end-to-end transparency in all aspects of their products from ingredients to production, sourcing to packaging. They are increasingly looking for clean label, traceable, trusted solutions and original storied brands.

38% of UK consumers agree that natural is an important factor when looking for healthy foods.

16% of Europeans would like to see more soft drinks with botanicals and would pay more for them.

Tastes that are associated with Transparency:
- Elderflower
- Cola nut
- Sicilian lemon
- Garden mint
- Blood orange
- Dandelion
- Burdock
- Rhubarb
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Right Here Right Now
Consumers are shopping in this category based on their psychological and physical needs. Their purchase decision reflects what they want at a specific moment, or over time. These products elude to a need state such as relaxation, beauty, immunity, refreshment energy and so on.

Tastes associated with Right Here Right Now include:
- Chamomile
- Ginseng
- Rose
- Cucumber
- Mint
- Hibiscus
- Green tea
- Acai
- Pomegranate
- Rooibos tea

Not for Kids
Adult soft drinks are one of the fastest growing categories in the soft drinks market in Western Europe. An increasing number of consumers are choosing to limit their alcohol intake or avoid alcohol completely. They are looking for more premium and sophisticated upscale offerings that mimic the alcohol occasion but are distinct from the mass market. Through craft production techniques, botanicals are meeting consumer demand for craft-style non-alcoholic, premium beverages.
Inspired by the themes above, we have developed the botanicals collection, containing nothing but pure and natural ingredients.

**Transparency**
- **Italian Blood Orange, Cucumber and Garden Mint**
  Crafted by our experts in botanical extraction, complementary to the transparency theme we have created a delicious authentic soft drink, containing a blend of Italian blood orange, cucumber and garden mint. This crafted soda is succulent, balanced and deliciously refreshing.

**Right Here Right Now**
- **Floral Beauty Tea**
  Our beauty tea contains a beautifying blend of rooibos tea, green tea, and raspberry, but what makes this drink so special is the addition of our rose infusion, which is made by gently steeping the rose petals to extract their oils and essence. There is added vitamin C and Zn for beauty benefits. Floral flavours are on trend in Europe for 2017 and beyond due to their appeal as very natural ingredients, and their association with beautifying benefits.

**Not for Kids**
- **Juniper Spiced Tonic**
  Inspired by consumers desire for a more premium and sophisticated soft drink that mimics the alcohol occasion, we have developed this juniper spiced tonic. A refreshing and bitter blend of individually distilled botanicals and citrus notes, this clean tonic water is perfect served on ice with a slice of lime.

**Discover More**
At Kerry, we have honoured the traditional craft of botanical extraction for over a century to create a broad selection of aromatic single extracts and customised botanical blends. We have an extensive selection of over 120 single plants, herbs and spice extracts. We work closely with a worldwide network of dedicated growers to ensure quality and supply, which creates a solid base from which we begin extracting and distilling. Our products are created in our centres of excellence in Mozzo (Italy), Grasse (France) and Clark (USA). Containing only carefully selected natural ingredients, our unique extracts are distinctive yet authentic, capturing the maximum flavour from a variety of botanicals.

Talk to Kerry about expanding your range of natural soft drinks.